From:	Ehud Barak <ehbarak1@gmail.com>
To:	Priell Nili <nilipriell@gmail.com>
CC:	
Date:	Wed, 12/24/2014 6:50:24 PM
Subject:	Fwd: Touch base DI

Sent from my iPhone

Begin forwarded message:

From: Nimrod Priell <nimrod.priell@gmail.com>
Date: December 24, 2014 at 13:44:45 GMT+2
To: Ehud Barak <ehbarak1@gmail.com>
Subject: Re: Touch base DI

Again, you seem to have very good advisors that can drill to the point better than me. A more experienced player would give you a better "feel" on the business side from the initial pitch. Sure-- sometimes totally unexperienced players make it huge (e.g. Zuckerberg) - but this is so, so rare. Most other huge successes start with someone who already had a good successful experience out of school (LinkedIn, Amazon, YouTube, ...). Given the limited amount of bets you can place on the table (unlike a fund that can invest in 50-200 startups), I would spend more on startups with more promising teams (e.g Pavel G.)

On Sun, Dec 21, 2014 at 2:25 PM, Ehud Barak <ehbarak1@gmail.com> wrote:

> FYI. EB
>
> Sent from my iPhone
>
> Begin forwarded message:
>
> **From:** Darren Indyke <dkiesq@aol.com>
> **Date:** December 19, 2014 at 14:18:21 GMT+2
> **To:** Ehud Barak <ehbarak1@gmail.com>
> **Subject: Re: Touch base DI**
>
> Good morning.
>
> My impressions of Wednesday's call were that the ideas, concept and planned functionality of the application are fantastic. The principals and advisors of Reporty are enthusiastic and seem knowledgeable about the relevant science and technology.
>
> What did occur to me, however, is that the team seemed inexperienced in business matters. Their understanding of what will be a substantial number and variety of applicable legal and privacy issues in the various

jurisdictions also seemed overly simplified even when you tried to press them for more detail.

In response to nearly every question posed to them, the team's answers were positive, but apart from discussions on technology, lacked any significant detail and seemed more like “pie in the sky” aspirations than realizable goals and concrete plans to reach those goals. I think at one point you referred to their statements as “propaganda” which will require much more detail and support, which was missing during our call. I agree with that assessment.

Even as Nicole pressed Amir to be more concrete and detailed with their figures, revenue streams, costs and underlying assumptions, Amir continued to refer her to the same P & L that she and you already told him was deficient. Amir’s and the team’s understanding of projected revenue streams and costs seemed somewhat unrealistic, as did their discussion regarding scalability and ramping up the business.

I discussed the meeting with Nicole and she too had concerns regarding the team’s business acumen and ability to take the business beyond the current stage.

A few quick examples. Right now we have two municipalities in Israel who I understand are in the process of signing for a free extremely limited “debugging” pilot, and Reporty is also in advanced discussions with the National Fire Department. When Nicole discussed the length of time it would take governments and municipalities to approve full contracts with actual funding, Amir and the team seemed to think that it would not be much different than the process they are currently undergoing for the very limited “debugging” pilots with the two municipalities. When we discussed the marketing efforts needed to create increased user demand from the bottom up, they seemed to think that $10,000 to $15,000 were reasonable estimates of marketing expenses, which is obviously inadequate.

At this point, I think that Nicole is correct that we need to see significantly more detail in their cost budgeting and financial projections before we take the next steps.

I hope that clarifies my thoughts.

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On Dec 18, 2014, at 1:08 PM, Ehud Barak <ehbarak1@gmail.com> wrote:

> Hi Darren
> Your impressions of yesterday?
> Are we ready with a first draft Term Sheet?
> In IL culture TS drafts are treated as drafts. No more. Until final one is mutually agreed and signed.
> Pl let me know.
> EB
>
> Sent from my iPhone